Brand. Digital. Growth.

# Marketing Services and Solutions Guide

We help ambitious businesses build stronger brands, develop credible digital experiences and implement practical solutions that support growth.

Cleverpanda Marketing Ltd | November 2026

## A partner for your next stage

Cleverpanda brings brand strategy, website development, digital marketing and AI automation into a connected approach. We begin with your business goals, then define the work needed to move forward.

| Brand | Digital | Growth |
| --- | --- | --- |
| Clarify your positioning, identity and message. | Create a credible website and connected digital presence. | Develop practical marketing and business systems. |

## Choose the right engagement

Our three engagement levels give you a starting point. Every proposal defines the selected services, deliverables, responsibilities, timeline and investment. An engagement level is not a fixed bundle of every service.

# Services shaped around your business

## Brand strategy and identity

Positioning, messaging, identity development, brand refresh and practical guidelines. Build a consistent expression of who you are and why customers should choose you.

## Websites and digital experiences

Professional business websites, corporate websites, e-commerce and redesigns. Define the content, structure and functionality around your customers and business priorities.

## Digital marketing

Marketing strategy, campaign planning, content and ongoing management. Agree the channels, deliverables and reporting that fit your objectives and budget.

## AI automation and business solutions

Identify repetitive workflows and scope practical automations, such as enquiry routing or follow-up. Confirm system access, human review, data handling and ongoing ownership before implementation.

Specialist development and ongoing support are scoped where required. Recommendations follow discovery; services are combined only when they address an agreed need.

# Three levels of engagement

## Business Foundations

ESSENTIAL | From £750

Focused projects for startups and early-stage businesses. Typical project range £750–£2,000.

Possible focus: brand identity, a focused website or a stronger digital presence. The final scope determines which work fits the investment.

## Brand & Digital Growth

GROWTH | From £2,500

Brand, website and marketing programmes for growing businesses. Typical project range £2,500–£7,500.

Possible focus: stronger market positioning, a more capable website and a defined marketing programme. Sequence the work around agreed priorities.

## Strategic Digital Transformation

PREMIUM | From £7,500

Integrated programmes for established businesses. Custom quotation based on requirements.

Possible focus: an integrated brand, website, marketing and automation programme, delivered in phases with agreed decision points.

All figures are starting points, not fixed quotations. A website is scoped separately; the £750 engagement level does not mean every website can be delivered for £750. VAT treatment and any third-party charges will be stated in your quotation.

# A clear process from discovery to delivery

## 01 Discover

Discuss the business, customers, current materials, priorities, budget and constraints.

## 02 Define

Agree the recommended approach, scope, deliverables, exclusions and measures of success.

## 03 Create and refine

Develop the agreed work, review it at milestones and incorporate the specified revision rounds.

## 04 Deliver and support

Complete approvals, testing and handover. Agree training or ongoing support where needed.

## Working together

Smaller projects normally begin with a 50% deposit, with the balance due after final approval and before launch, final file release or handover. Larger programmes use payment milestones set out in the proposal and Project Agreement.

Timelines depend on timely content, access, feedback and approvals. Additional work is quoted separately. Hosting, advertising spend, software, printing, photography and other third-party costs are excluded unless expressly included. Outcomes and performance measures are agreed without guarantees of leads, rankings or revenue.

## Start with a conversation

Tell us where your business is today, what needs to change and what success would look like. We will recommend a focused next step and prepare a tailored proposal.

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